

108-2 Full Curriculum of Da-Yeh University

Information			
Title	Branding	Serial No./ID	0702 / MDI2029
Required/Credit	Optinal /2	Time/Place	(Mon)34 /PX304
Language	Chinese	Grade Type	Number
Lecturer /Full- or Part-time	黃懷德 /Full-time	Graduate Class	Non-graduating Class
School System /Dept /Class, Grade	Bachelor /Bachelor Program for Multimedia Digital Content /Class 1, Grade 2		
Office Hour / Place	(Mon) 12:00~13:20, (Tue) 12:00~13:20, (Wed) 12:00~13:20, (Thu) 12:00~13:20 / PX301		
Lecturer	n.a.		

Introduction
本課程以商品企業品牌形象的建立為主軸，讓學生了解品牌策略包含：品牌願景、品牌承諾、品牌識別、品牌定位、品牌架構、品牌形象等之概念與實務。

Outline
何為品牌差異區別，設計品牌的標誌、產品、溝通文宣、網站、賣場、廣告等別形象設計、品牌管理策略以讓學習者瞭解，行銷的重點，打造品牌藝術。

Prerequisite
設計素描、數位影像處理與版面編排

The Relationship Between Courses and Departmental Core Competencies and Basic Skills
 Acquire professional knowledge of multimedia digital content design  Acquire the technologies, skills and the capability of using modern tools for practicing multimedia digital content design  Acquire the capability of integrating multimedia digital content knowledge and technologies  Acquire the capability of finding out, analyzing and solving complex interdisciplinary multimedia design problems  Acquire the capability of creative thinking and innovational design  Acquire the capability of managing project, communicating each other, respecting different viewpoints and cooperating within the team  Realize the industrial issues and understand the effects of multimedia design to industries, social ecology and economy, and worldwide Acquire the capability of lifetime learning Acquire professional working ethics and society responsibility

Teaching Plan						
Core Capability	Weight(%) 【A】	Ability index(Performance Indicators)	Teaching Methods	Assessment and Weight	Core Competency Learning Outcomes 【B】	Final Exam Grades 【C=B*A】
Acquire professional knowledge of multimedia digital content design	10	Cultivate the capability of being familiar with multimedia digital content knowledge Cultivate the capability of being possessed of multimedia digital content professional knowledge, including animation, comic, game design, and so on Cultivate the capability of being possessed of multimedia digital content design quality and accomplishment, including cultural creativity, art, esthetics, and so on Cultivate the capability of realizing multimedia digital content theory	Lecturing Practical Operation (Experiment, Machine Operation	Final Exam: 30% Homework Assignment: 30% Course Participation: 30% Experiment Operation: 10%	Total: 100	10
Acquire the technologies, skills and the capability of using modern tools for practicing multimedia digital content design	10	Cultivate the capability of being possessed of and applying multimedia digital content professional design technologies and skills Cultivate the capability of implementing multimedia digital content system Cultivate the capability of using modern multimedia software and hardware tools	Lecturing Practical Operation (Experiment, Machine Operation	Final Exam: 30% Homework Assignment: 30% Experiment Operation: 10% Course Participation: 30%	Total: 100	10

Acquire the capability of integrating multimedia digital content knowledge and technologies	20	Cultivate the capability of integrating theoretical knowledge and practical technology Cultivate the capability of integrating visual communication, information technology and content management knowledge	Lecturing Practical Operation (Experiment, Machine Operation	Final Exam: 30% Course Participation: 30% Homework Assignment: 30% Experiment Operation: 10%	Total: 100	20
Acquire the capability of finding out, analyzing and solving complex interdisciplinary multimedia design problems	10	Cultivate the capability of exploring complex multimedia design problems Cultivate the capability of analyzing and organizing complex multimedia design problems Cultivate the capability of solving and practicing complex multimedia design systems	Lecturing Practical Operation (Experiment, Machine Operation	Final Exam: 30% Homework Assignment: 30% Experiment Operation: 10% Course Participation: 30%	Total: 100	10
Acquire the capability of creative thinking and innovational design	10	Cultivate the capability of innovational design Cultivate the capability of creative thinking	Lecturing Practical Operation (Experiment, Machine Operation	Final Exam: 30% Homework Assignment: 30% Course Participation: 30% Experiment Operation: 10%	Total: 100	10
Acquire the capability of managing project, communicating each other, respecting different viewpoints and cooperating within the team	20	Cultivate the capability of communication, coordination, and team cooperation Cultivate the capability of project planning, execution and management Cultivate the capability of respecting different viewpoints	Lecturing Practical Operation (Experiment, Machine Operation	Final Exam: 30% Homework Assignment: 30% Experiment Operation: 10% Course Participation: 30%	Total: 100	20

Realize the industrial issues and understand the effects of multimedia design to industries, social ecology and economy, and worldwide	20	Cultivate the capability of realizing the industrial issues of multimedia digital content Cultivate the capability of understanding the effects of multimedia design to industries, societies, and worldwide Cultivate the capability of great foresight and international view Cultivate working proficiency in career of multimedia digital content Cultivate the capability of solving industry actual problem	Lecturing Practical Operation (Experiment, Machine Operation	Final Exam: 30% Homework Assignment: 30% Course Participation: 30% Experiment Operation: 10%	Total: 100	20
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Grade Auditing

Homework Assignment: 30%
 Course Participation: 30%
 Final Exam: 30%
 Experiment Operation: 10%

Book Type (Respect intellectual property rights. Please use official textbooks and do not illegally photocopy others' works.)

Book Type	Book name	Author
Reference Books	設計是什麼？：保羅．蘭德給年輕人的第一堂啟蒙課(Paul Rand : Conversations with Students)	麥可．克魯格 Michael Kroeger

Lesson Plan

Weeks	Content	Teaching Methods
1	Course introduction & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda	Lecturing
2	CIS(Corporation Identity System)	Lecturing
3	CIS(Corporation Identity System)	Lecturing

4	MI (Mind Identity)	Lecturing
5	BI(Behavior Identity)	Lecturing
6	VI (Visual Identity)	Lecturing、 Practical Operation (Experiment, Machine Operation
7	Personal CIS system.	Lecturing
8	Personal CIS system.	Lecturing、 Practical Operation (Experiment, Machine Operation
9	Exams and reports.	Lecturing、 Practical Operation (Experiment, Machine Operation
10	CIS(Corporation Identity System)- Mascot & symbolic character.	Lecturing
11	Personal CIS system- Mascot & symbolic character.	Lecturing、 Practical Operation (Experiment, Machine Operation
12	Personal CIS system- Mascot & auxiliary characters.	Lecturing、 Practical Operation (Experiment, Machine Operation
13	CIS(Corporation Identity System)- Business card & signboard.	Lecturing
14	Personal CIS system- Business card & signboard.	Lecturing、 Practical Operation (Experiment, Machine Operation
15	CIS(Corporation Identity System)- Stores & Appearance Design.	Lecturing
16	Personal CIS system- Stores.	Lecturing、 Practical Operation (Experiment, Machine Operation
17	Personal CIS system - Appearance Design.	Lecturing、 Practical Operation (Experiment, Machine Operation
18	Exams and reports.	Lecturing、 Practical Operation (Experiment, Machine Operation